



## Chapter



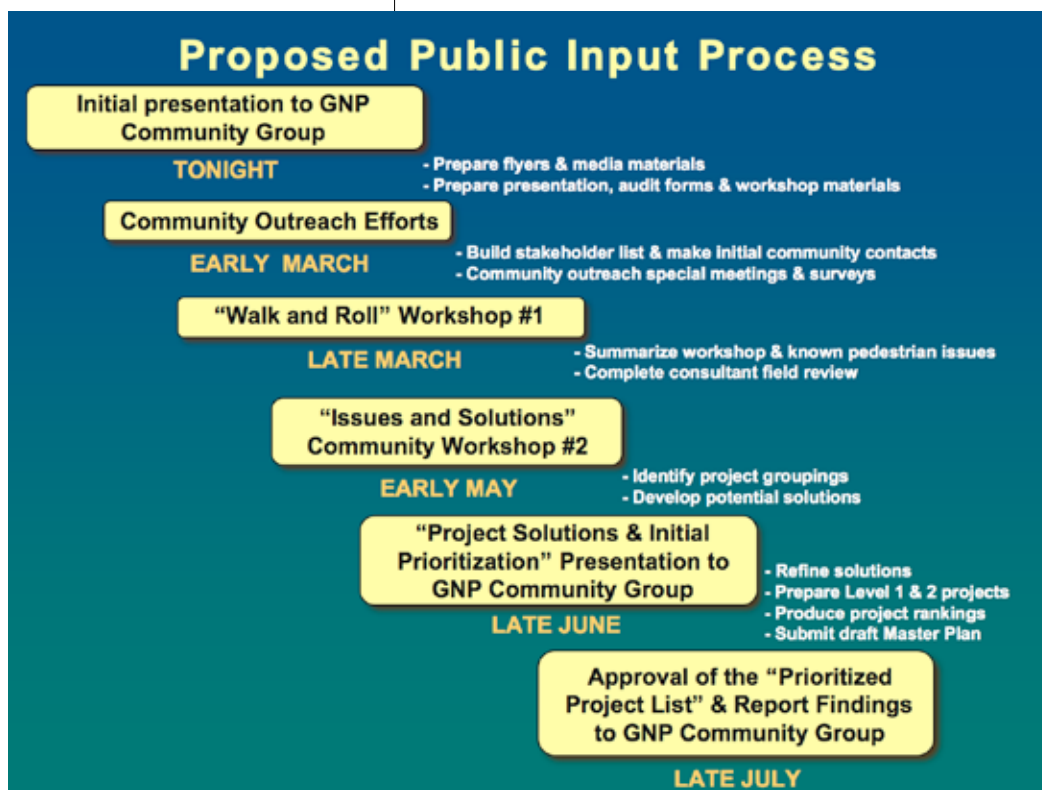
## Phase Two Community Pedestrian Master Plan (CPMP) Guidance

This chapter is intended to provide direction for the creation of supplemental pedestrian master plans for each of the 46 officially recognized community planning group areas of San Diego. By providing this direction, a level of consistency can be obtained between these plans. Consistency is important since these plans will be compared against each other and will compete for project priorities. A community may be unfairly overlooked for its fair share of funding if the minimum levels of analysis and recommendations have not been provided. The overall goal is to describe a process and identify specific products needed for each plan. A sample project has been chosen and is discussed as a prototype. The Greater North Park area was selected as one of the first communities to be analyzed for the creation of a Community Specific Pedestrian Master Plan. It will be used here as an example on how these plans should be completed. It will also serve as the summary of initial meetings and workshops conducted for the study.

### 9.1 OVERALL PUBLIC INPUT PROCESS

One of the most important aspects of the preparation of a Community Pedestrian Master Plan (CPMP) is the involvement of the local community. They alone know of the many issues and constraints that they face in their own communities. They are aware of the local socio-economic and cultural differences of their community. Figure 13 shows a typical process chart aimed at obtaining public input on the development of the plan. Dates were specific to the North Park Plan, but have been displayed to help communicate the length of time necessary between major presentations and workshops. The major tasks associated with each of these public input milestones has also been included on Figure 13.

Figure 13: Sample Public Input Process for Greater North Park



Community outreach efforts must be an integral part of this program. A clear understanding of the ethnic, racial and socio-economic cross section of the community will be needed. A custom outreach program aimed at getting a broad community involvement will need to be submitted as one of the first deliverables on the contract.



**Figure 14: PPM Model for North Park-**

Sample Attractor, Generator, Detector and Composite Models. In general, the more warm the color, the greater the existing or potential pedestrian activity.

## 9.2 COLLECT AND PROCESS MAPPING

Step 1 in the process must begin with the collection and processing of the Pedestrian Priority Model (PPM) GIS files clipped to the limits of the community plan (see Figure 14). These maps, along with the SWITRS collision data (see Figure 15), must be reviewed and packaged for presentation at the first community group meeting. This model is also used to determine the relative priority of projects based on their location within the community.

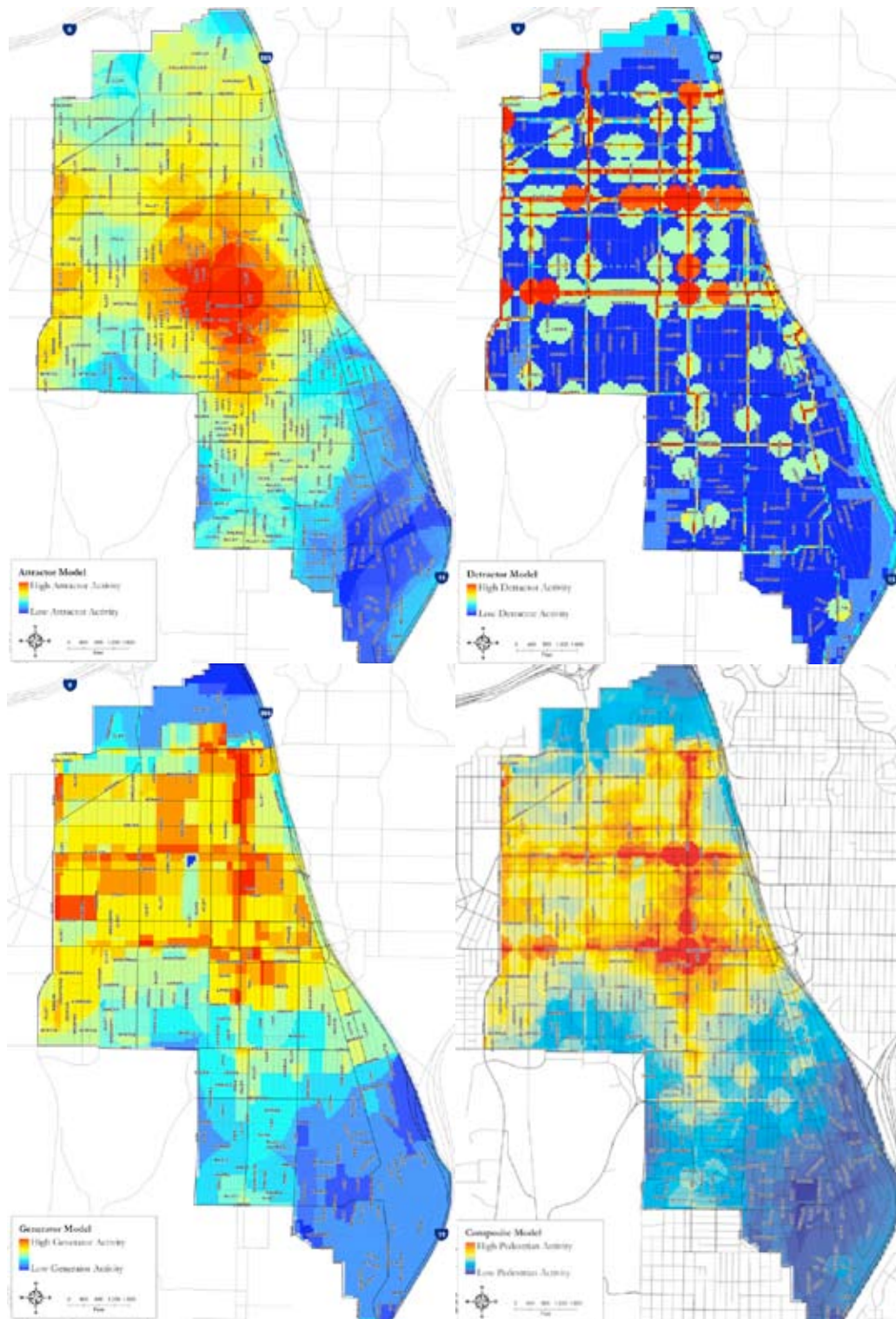
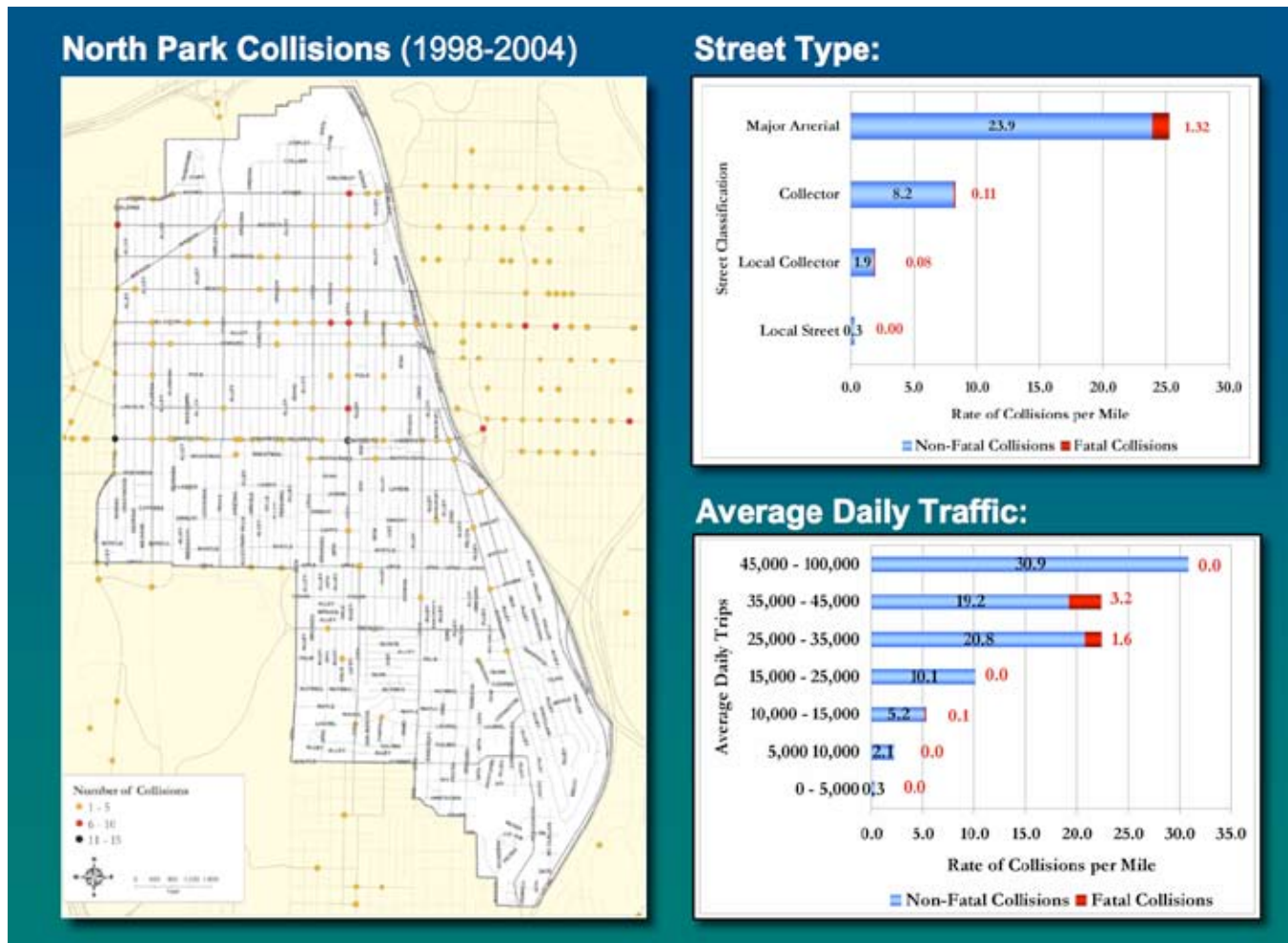


Figure 15: SWITRS Collision Data and Maps

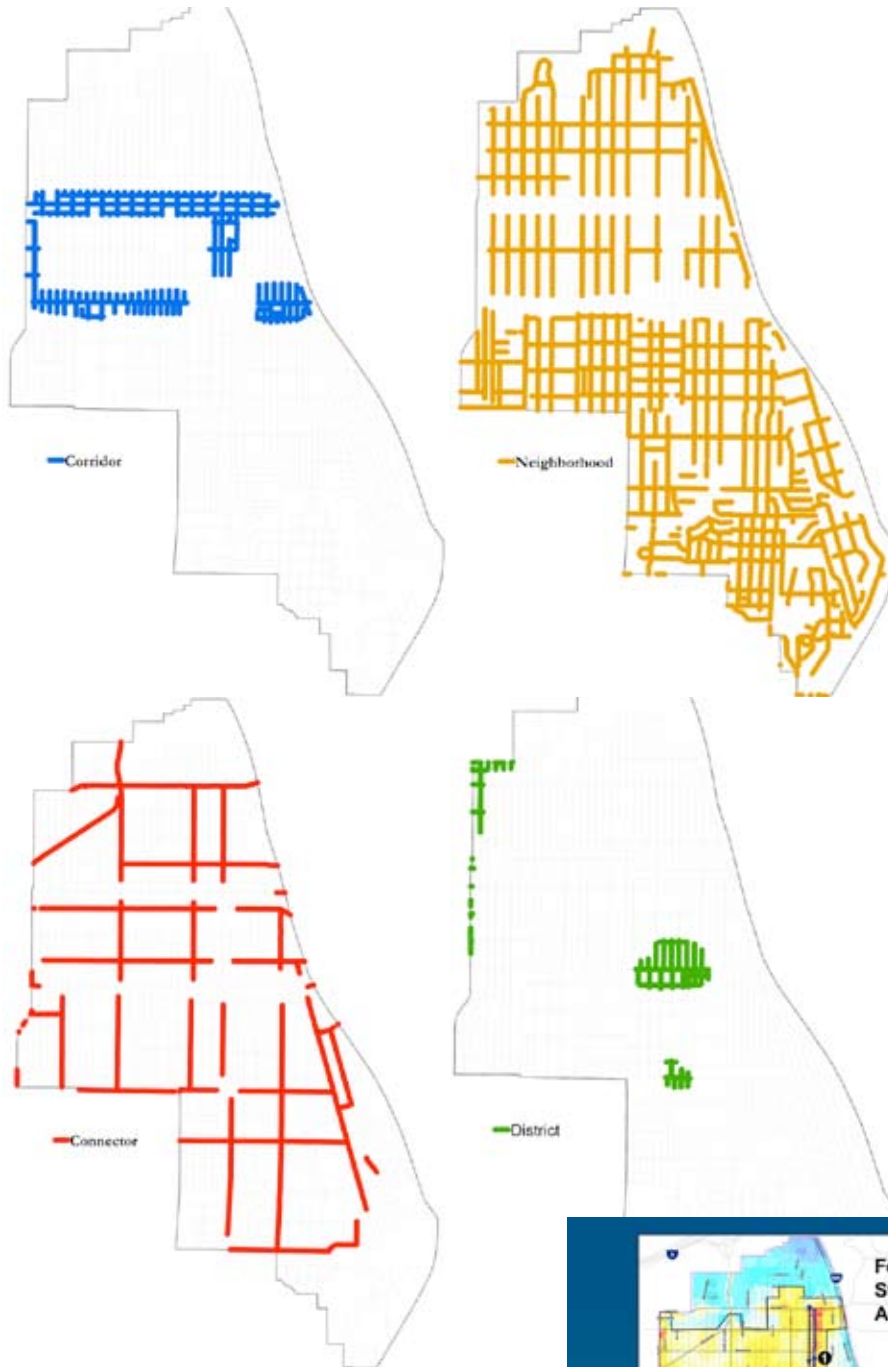


### 9.3 COLLECT AND REVIEW COLLISION DATA AND MAPS

A high priority in the development of a community specific master plan, is the identification of safety issues and the application of relevant countermeasures to resolve these issues. Step 2 in the process includes the collection and processing of the tabular and mapping data associated with the SWITRS pedestrian / vehicular database. The data should be fully analyzed and processed to find specific trends, statistics and geographic areas of concern. These trends should be compared with data and mapping found in this City-wide PMP to see if the community has specific anomalies or special conditions that should be analyzed. Figure 15 shows collision information and a sample of statistical collision data that can be generated from SWITRS.



**Figure 16: Route Type Classification Using GIS Layers**

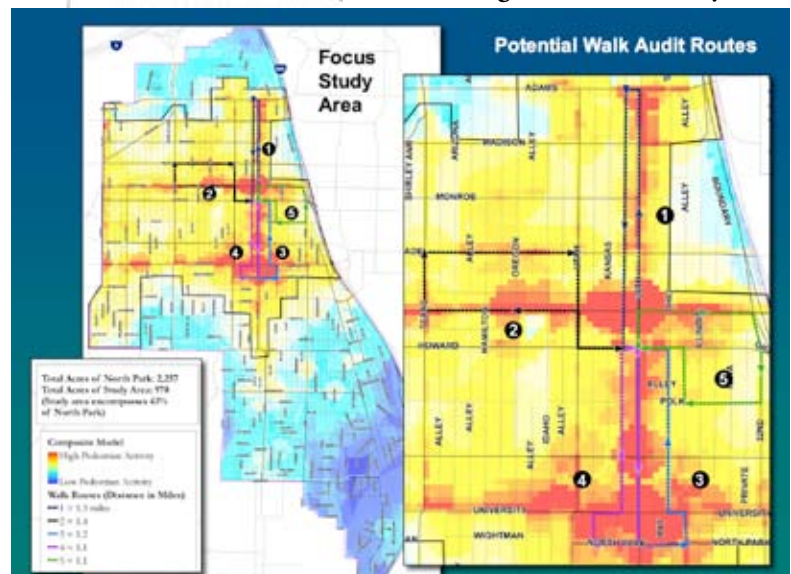


## 9.4 DETERMINE LIMITS OF FOCUS STUDY AREA

Step 3 needs to be the identification of the central focus or study area. This can be accomplished by looking at the concentrated areas of pedestrian activity and the classification of route types throughout the community. Many of the route types are determined by land use, density and adjacent street types. Basic coverages in the GIS model can be extracted to help classify the route types (see Figure 16).

Generally, neighborhood streets neighborhood route types as well as low density housing, recreation and open space areas are not to be the focus of the master plans. Low density industrial areas and other land uses not expected to generate any significant amounts of pedestrian activity are also generally excluded from focus study areas. Field work in the study area should provide for the further classification and mapping of existing pedestrian routes throughout the community. Once the focus study area has been identified, an attempt should be made to find a number of potential routes that can be used as part of the initial community workshop (see Figure 17).

**Figure 17: Focus Study Areas**



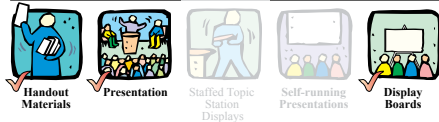
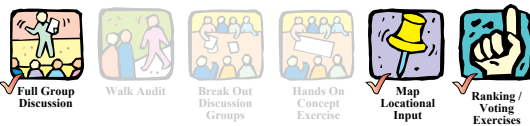
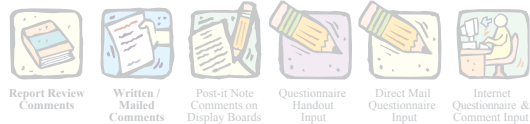
**MEETING NAME AND NUMBER** "SELECTED COMMUNITY" MEETING (C-6 & 7)**MEETING PURPOSE AND POTENTIAL AGENDA ITEMS:**

Provide overview of the project, present Track 1 results & explain what will be done in Track 2. Maps with Level 1 & 2 criteria will be shown with study area boundaries. Seek comments on the adequacy of the study area.

**TARGET AUDIENCE:**

Community Group board members and the general public that may attend the community group meeting.

TIME NEEDED:	TIMEFRAME:	VENUE:	EXPECTED TURNOUT:
30 minutes	October- November	Community Group's Meeting Location	25-50 people

**NOTIFICATION TOOLS TO BE USED:****EDUCATION AND INFORMATION DISSEMINATION METHODS TO BE USED:****VERBAL / LOCATIONAL INPUT EXPECTED:****WRITTEN INPUT REQUESTED:****EXPECTED OUTCOMES:**

Input on: the proposed project study area for the community and any problem areas or potential projects outside of the study area.

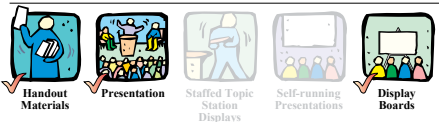
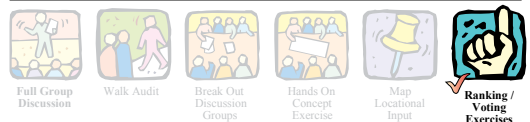
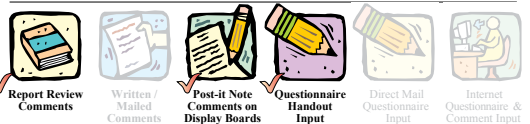
**MEETING NAME AND NUMBER** SELECTED COMMUNITY MEETING (C-10 & 11)**MEETING PURPOSE AND POTENTIAL AGENDA ITEMS:**

Present solutions to pedestrian issues with Level One Projects (up to 10 projects per selected community) and Level 2 Projects shown on maps. Work with the group to confirm these solutions and review the project ranking.

**TARGET AUDIENCE:**

Community Group board members and community members along with any major community stakeholder.

TIME NEEDED:	TIMEFRAME:	VENUE:	EXPECTED TURNOUT:
30 Minutes	February- March	Regular Community Group Location	25-50 people

**NOTIFICATION TOOLS TO BE USED:****EDUCATION AND INFORMATION DISSEMINATION METHODS TO BE USED:****VERBAL / LOCATIONAL INPUT EXPECTED:****WRITTEN INPUT REQUESTED:****EXPECTED OUTCOMES:**

A consensus and motion from the community group to support the proposed projects along with a prioritized ranking for the community. Would also solicit comments from the group on submitted reports.

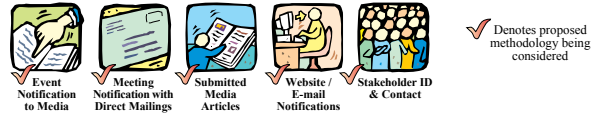
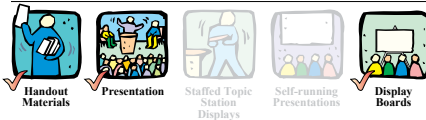
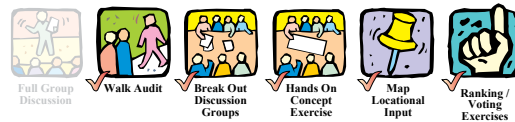
**MEETING NAME AND NUMBER** SELECTED COMMUNITY WORKSHOPS (C-8 & 9)**MEETING PURPOSE AND POTENTIAL AGENDA ITEMS:**

A 30 minute presentation of the existing mapped conditions and an overview of possible pedestrian solutions; a walk audit for 1 hour where 3-4 groups will walk through several different geographic areas looking for issues & a regrouped discussion for 30 minutes followed by 30 minutes of presentation of hotspots & rough solutions.

**TARGET AUDIENCE:**

Community Group board members and community members along with any major community stakeholder.

TIME NEEDED:	TIMEFRAME:	VENUE:	EXPECTED TURNOUT:
3 1/2 Hours	December-January	Location in Community near the middle of study area	75-100 people

**NOTIFICATION TOOLS TO BE USED:****EDUCATION AND INFORMATION DISSEMINATION METHODS TO BE USED:****VERBAL / LOCATIONAL INPUT EXPECTED:****WRITTEN INPUT REQUESTED:****EXPECTED OUTCOMES:**

Mapped input on existing pedestrian conditions, special problems and possible solutions for the study area but also for other areas outside of the study area as identified by community members on a map. Would also expect to have the community help rank the priority problem areas.

**Figure 18: Purpose, Techniques and Expected Outcomes of the Three Required Community Workshops / Meetings**

## 9.5 COMMUNITY INPUT PROGRAM

Step 4 in the process is to contact the local community planning group and get on the docket of this organization. A short 10-15 minute presentation should be given. The primary intent of the presentation would be to review the limits of the proposed focus study area with the group and obtain their approval of the focus of the study area. A second goal of the meeting is to establish contacts and recommend the creation of a sub-committee or other group to help steer the efforts of the plan. Suggestions on the location and time of the first workshop should also be solicited. The three exhibits shown on Figure 18 can be used to organize the minimum of three community workshops and presentations required to prepare a CPMP.



## 9.6 PREPARE AND CONDUCT THE FIRST COMMUNITY WORKSHOP

Step 5 includes the preparation and conducting of the public workshop. The primary goal of the workshop would be to obtain input from the broader community on the types of pedestrian issues that they see in their community. An outreach program is necessary to reach this broader community. Direct mailers and flyers (see Figure 19) should be distributed at least two weeks in advance of the workshop. Distribution of these flyers should include all business groups, non-profit organizations, community centers, libraries, recreation centers, and schools. The agenda for the workshop (see Figure 20) should include some presentation of information about the City-wide Pedestrian Master Plan and how this CPMP fits into the larger picture. Exercises that help to identify specific areas of concern and that help to identify agreement on the priority of these areas, should be part of the workshop instructions (see Figure 21).

Figure 19: Sample Flyer Announcing the Workshop

# GREATER NORTH PARK PEDESTRIAN MASTER PLAN PUBLIC WORKSHOP

**NORTH PARK WHAT:**  
Do you want North Park to be a safer and easier place to walk for you or your children?

Help to decide on the most important streets and intersections to fix.

Come to a community workshop to learn about ways to improve walkability, participate in a walk audit of the neighborhood and help prioritize North Park's issues and solutions.  
(Wear comfortable shoes)

**WHEN:**  
Saturday April 1st from 9:00 am until 12:00 noon  
(Refreshments will be provided)

**WHERE:**  
Covenant Presbyterian Church,  
2930 Howard Avenue  
(Howard Avenue & 30th Street)



Visit our project website at [www.sandiegopmp.org](http://www.sandiegopmp.org)



This information is available in alternative format upon request. Assistive listening devices, sign language interpretation, description, and alternative formats are available at City of San Diego functions with a 48-hour notice. Contact Maureen Gardiner at [mgardiner@sanidiego.gov](mailto:mgardiner@sanidiego.gov) or (619) 236-7225 with these or other ADA-accommodation requests as early as possible.



Figure 20: Suggested Workshop Agenda

## Workshop Instructions



Instructions

1. Pre-Presentation: Post-it-notes on Boards in Room, Add at Anytime
2. Break-out Session: Provide Locational Dots on Map for Known Issue Areas
3. Observation Walk: Look, Listen & Talk
4. Open Discussion: Observations? Additions to the Break-out Maps?
5. Voting on Issues: 5 Blue Stars for Your Top Priorities and 1 Red Star for Your Most Important Issue Area
6. Fill out a questionnaire, route type map, focus study area or issue area map

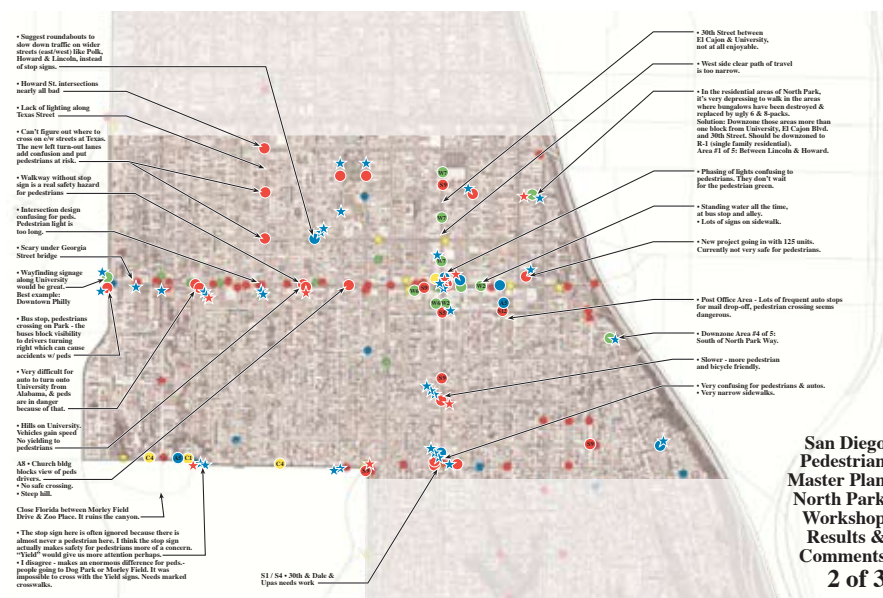
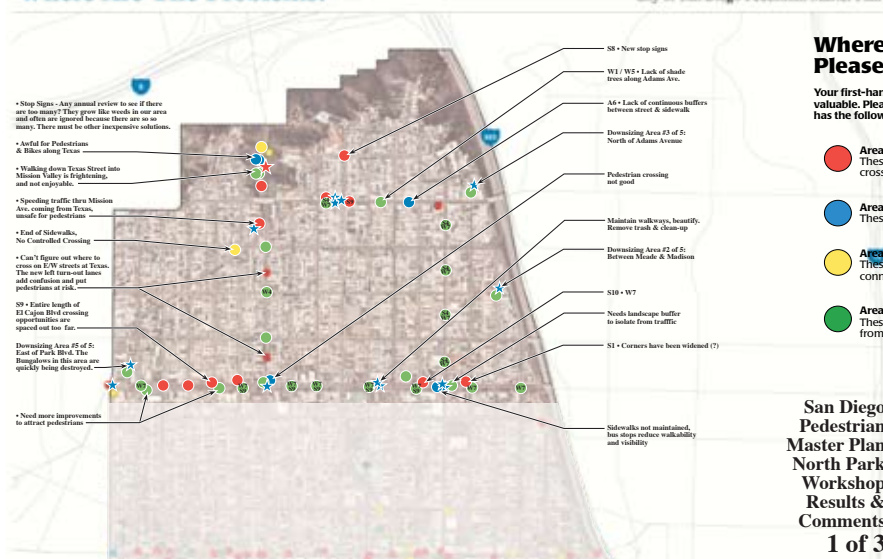
Figure 21: Instructions Indicating some of the Activities that can be Conducted at the Workshop



## Where Are The Problems?

City of San Diego Pedestrian Master Plan

Figure 22: Workshop Mapping Results



## 9.7 DOCUMENT THE RESULTS OF THE WORKSHOP

Step 6 includes the documentation of the results found at the workshop. The primary results are detailed maps on locations of where particular types of pedestrian issues are known to occur (see Figure 22). Not only are the locations documented, but the maps also include all notes that were provided as part of the mapping exercises. Patterns typically become obvious, usually along the major corridors where pedestrian traffic is the highest. These maps form the basis of future potential projects and they provide a focus for the field work necessary to identify and clarify the issues brought up in the workshop.

## 9.8 FIELD WORK

Step 7 is a very important step in the process of developing the CPMP. The full consultant team would be expected to walk the focus study area and identify issues, confirm the community input, analyze the facets of the issue, and perhaps shed light on possible solutions that may improve these conditions. The primary goal of the field work is to narrow down the various issues into special project areas that can be further developed into projects or grouping of projects.


## 9.9 DETERMINE TREATMENTS

Step 8 will focus on the types of solutions to the issues and priorities identified by the community and the professional team through its fieldwork. Careful attention should be given to the classification of route types and the various treatment levels that can be applied to these areas. A listing of possible projects should be developed and this list should show groupings of projects. Some projects will remain on their own, but the team should look at grouping projects that have similar treatments in close proximity to each other. Draft recommendations for improvements for each of the identified projects should be provided.

## 9.10 PRESENT PROJECTS

A “Solutions” workshop should be conducted as the 9th step in this process. The purpose of the workshop is to solicit reaction to the listing of projects, the grouping of certain projects and the intended treatments for resolving issues or enhancing the walkability of areas. Another goal of the workshop is to have the participants rank the priorities of projects. This will form the basis of the high and moderate priority rankings.

## 9.11 SUBMIT REPORT

Step 10 is the final step in the process. Refined recommendations and implementation strategies should be included in the report along with detailed solutions and probable cost estimates. These draft recommendations will need to be taken to the community group and presented. A formal action item vote should be the focus of this meeting, since the CPMP needs to obtain local support and approval. 

## PROPOSED TABLE OF CONTENTS FOR COMMUNITY PEDESTRIAN MASTER PLANS

The following outline should be used in the development of Community Pedestrian Master Plans.

### 1 OVERVIEW OF THE COMMUNITY

- 1.1 SUMMARY OF CURRENT COMMUNITY PLAN
- 1.2 DEMOGRAPHICS OF THE COMMUNITY
- 1.3 GENERAL WALKING ENVIRONMENT

### 2 SPECIFIC COMMUNITY INPUT

- 2.1. COMMUNITY INPUT
  - 2.1.1. Questionnaire Summary
  - 2.1.2. Community Group Input
  - 2.1.3. “Issue” Workshop Summary
  - 2.1.4. “Solution” Workshop Summary
  - 2.1.5. “Presentation Feedback” Workshop Summary
- 2.2. MAPPING REVIEW FROM PMP
  - 2.2.1. Pedestrian Improvement Priority Model Summary
  - 2.2.2. Community-wide Route Type Summary
  - 2.2.3. Limits of Inventory Focus Study Area
  - 2.2.4. Safety Data Review in Focus Study Area
  - 2.2.5. Traffic Conditions Found in the Area
  - 2.2.6. Adjustments in Mapping or Study Area
- 2.3. FIELD INVENTORY SUMMARY OF ISSUES
  - 2.3.1. “Safety” Related Issues Found
  - 2.3.2. “Accessibility” Related Issues Found
  - 2.3.3. “Connectivity” Related Issues Found
  - 2.3.4. “Walkability” Issues Found
  - 2.3.5. Summary of Pedestrian Activity Areas
  - 2.3.6. Summary of Pedestrian Facility Deficiencies

### 3 SPECIFIC RECOMMENDATIONS

- 3.1. RECOMMENDED PROJECTS
  - 3.1.1. District High Priority Improvements
  - 3.1.2. Corridor High Priority Improvements
  - 3.1.3. Neighborhood High Priority Improvements
  - 3.1.4. Other Various Individual High Priority Improvements
  - 3.1.5. Other Various Individual Moderate Priority Improvements
- 3.2. RECOMMENDED IMPLEMENTATION AND PHASING
  - 3.2.1. Non-Sequential Stand-Alone Projects
  - 3.2.2. Sequential Phase One “Short-term” Projects
  - 3.2.3. Sequential Phase Two “Mid-term” Projects
  - 3.2.4. Sequential Phase Three “Long-term” Projects
  - 3.2.5. Projects to be Implemented by New Development
  - 3.2.6. Projects to be Implemented by Residential Property Only
  - 3.2.7. Projects to be Implemented by Public Projects